

# **Exhibit “A”**

Purchase of Defendant's product on April 19, 2021, showing Plaintiff's brand on receipt.



## **Exhibit “B”**

FORMAT

MCS Industries, Inc.

USPTO Trademarks (https://uspto.report/TM/) › / MCS Industries, Inc. (https://uspto.report/company/Mcs-Industries-Inc) ›  
/ Format Application #76517486 (https://uspto.report/TM/76517486/)

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OPEN

Application Filed: 2003-05-16 (2003-05-16)

Trademark Application Details

FORMAT

|                                        |                                                                   |                                       |
|----------------------------------------|-------------------------------------------------------------------|---------------------------------------|
| Reserve<br>Collection<br>Botanical Tie | Jos. A. Bank<br>Slim Fit Tonal<br>Floral Pattern<br>Dinner Jacket | Jos. A<br>Slim Fi<br>Floral<br>Dinner |
| \$25                                   | <del>\$139</del><br>\$129                                         | <del>\$</del><br>\$1                  |

Status

800

Live/Registered





Refresh

(/TM/76517486/refresh)

REGISTERED AND RENEWED



## Research

W (https://en.wikipedia.org/w/index.php?search=%22FORMAT%22)   
 (https://twitter.com/search?q=%22FORMAT%22)   
 (https://nitter.domain.glass/search?f=tweets&q=%22FORMAT%22)   
 (https://translate.google.com/#view=home&op=translate&si=auto&tl=en  
 &text=FORMAT)   
 OneLook (https://www.onelook.com/?w=%22FORMAT%22) Acronym  
 Finder (https://www.acronymfinder.com/~search/af.aspx?  
 Acronym=%22FORMAT%22&string=exact)

Serial Number

76517486

Registration Number

2814896

Mark Drawing Code

1000: Typeset: Word(s)/letter(s)/number(s)

Attorney Name

Andrew B. Katz

Attorney Docket Number

MCS-TM9

Law Office Assigned

M30

Employee Name

SPRUILL, DARRYL M

-9%

-20%

-29%

-14%

-14%



## Timeline

1992-00-00

Date of First Use

2003-05-16

Application Filed

2003-11-25

Published for Opposition

2004-02-17

Trademark Registered

2014-02-17

Renewal Date

2014-02-21

Location: GENERIC WEB UPDATE

2014-02-21


Status: Live/Registered

2018-07-08

Transaction Date

|                         |      |                    |                     |                    |                     |                     |                    |     |  |
|-------------------------|------|--------------------|---------------------|--------------------|---------------------|---------------------|--------------------|-----|--|
|                         | -32% |                    | -8%                 | -20%               | -12%                | -8%                 | -14%               | -9% |  |
|                         |      | <b>Trekking...</b> | <b>Sandhill...</b>  | <b>Women's...</b>  | <b>Full Leng...</b> | <b>Daily One...</b> | <b>Raincoat...</b> |     |  |
|                         |      | \$26.95            | \$133.50            | \$103.50           | \$35.95             | \$50.11             | \$34.95            |     |  |
|                         |      | -48%               | -9%                 | -35%               |                     | -9%                 |                    |     |  |
| <b>Women's Alpha...</b> |      | <b>X6 GTX S...</b> | <b>Arctic Tw...</b> | <b>Men's Pe...</b> | <b>Women's...</b>   | <b>Men's Tre...</b> | <b>Men's Yu...</b> |     |  |
|                         |      | \$315.45           | \$124.95            | \$51.02            | \$158.50            | \$133.95            | \$398.50           |     |  |
| <del>\$152.50</del>     |      | -6%                | -14%                | -14%               | -30%                | -9%                 |                    |     |  |
| \$102.50                |      | <b>Add-on P...</b> | <b>Women's...</b>   | <b>Racer 20...</b> | <b>Women's...</b>   | <b>Men's Lo...</b>  | <b>Women's...</b>  |     |  |
|                         |      | \$7.95             | \$66.95             | \$67.58            | \$68.95             | \$123.95            | \$184.50           |     |  |

## Trademark Applicants & Owners

|                    |                                                                                                                                      |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| Owner:             |  MCS Industries, Inc. (/company/Mcs-Industries-Inc) |
| Address            | 2280 Newlins Mill Road Easton PA 18045                                                                                               |
| Legal Entity Type  | Corporation                                                                                                                          |
| Legal Entity State | PA                                                                                                                                   |

## Documents

Click the blue "Refresh" button to load certificates, specimens, application, and other documents.

## Attorney of Record

Andrew B. Katz  
 BELLES KATZ LLC  
 1608 Walnut Street, Suite 1302  
 Philadelphia PA 19103

## Good, Services, and Codes

|                      |                         |
|----------------------|-------------------------|
| International Codes: | 20                      |
| U.S. Codes:          | 002,013,022,025,032,050 |

| Type Code | Type           |
|-----------|----------------|
| GS0201    | picture frames |

## Trademark Filing History

| Description                                            | Date       | Event Coding                        |
|--------------------------------------------------------|------------|-------------------------------------|
| ASSIGNED TO EXAMINER                                   | 2003-09-27 | 1 DOCK D:Assigned to Examiner       |
| APPROVED FOR PUB - PRINCIPAL REGISTER                  | 2003-09-27 | 2 CNSA O:Outgoing Correspondence    |
| NOTICE OF PUBLICATION                                  | 2003-11-05 | 3 NPUB O:Outgoing Correspondence    |
| PUBLISHED FOR OPPOSITION                               | 2003-11-25 | 4 PUBO A:Allowance for Publication  |
| REGISTERED-PRINCIPAL REGISTER                          | 2004-02-17 | 5 R.PR A:Allowance for Publication  |
| TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED   | 2009-08-21 | 6 REAP I:Incoming Correspondence    |
| ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED              | 2009-08-21 | 7 ARAA I:Incoming Correspondence    |
| TEAS SECTION 8 & 15 RECEIVED                           | 2010-02-01 | 8 E815 I:Incoming Correspondence    |
| CASE ASSIGNED TO POST REGISTRATION PARALEGAL           | 2010-02-10 | 9 APRE A:Allowance for Publication  |
| REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.     | 2010-02-10 | 10 C15A O:Outgoing Correspondence   |
| TEAS CHANGE OF CORRESPONDENCE RECEIVED                 | 2011-02-16 | 11 TCCA I:Incoming Correspondence   |
| TEAS SECTION 8 & 9 RECEIVED                            | 2014-02-07 | 12 E89R I:Incoming Correspondence   |
| CASE ASSIGNED TO POST REGISTRATION PARALEGAL           | 2014-02-21 | 13 APRE A:Allowance for Publication |
| REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED | 2014-02-07 | 14 89AF I:Incoming Correspondence   |
| REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED    | 2014-02-21 | 15 89AG O:Outgoing Correspondence   |
| REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)        | 2014-02-21 | 16 RNL1 Q:                          |
| NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED          | 2014-02-21 | 17 NA89 E:E-Mail                    |
| NOTICE OF SUIT                                         | 2017-01-27 | 18 NOSU I:Incoming Correspondence   |
| NOTICE OF SUIT                                         | 2017-01-27 | 19 NOSU I:Incoming Correspondence   |
| NOTICE OF SUIT                                         | 2017-06-20 | 20 NOSU I:Incoming Correspondence   |
| NOTICE OF SUIT                                         | 2017-06-20 | 21 NOSU I:Incoming Correspondence   |

TEAS CHANGE OF CORRESPONDENCE  
RECEIVED

2017-09-14

22 TCCA I:Incoming Correspondence

## Similar Marks

| Mark Image     | Registration   Serial |                |                 | Company                                    | Trademark Application Date |
|----------------|-----------------------|----------------|-----------------|--------------------------------------------|----------------------------|
| (/TM/90018993) | 90018993              | not registered | Live/Pending    | Elysium Health, Inc.(/TM/90018993)         | 2020-06-24                 |
| FORMAT         |                       |                |                 |                                            |                            |
| (/TM/88659951) | 88659951              | not registered | Live/Pending    | Millenia Concepts Inc.(/TM/88659951)       | 2019-10-18                 |
| FORMAT         |                       |                |                 |                                            |                            |
| (/TM/88260577) | 88260577              | not registered | Live/Pending    | Expressway Productions, LLC.(/TM/88260577) | 2019-01-14                 |
| FORMAT         |                       |                |                 |                                            |                            |
| (/TM/87502047) | 87502047              | not registered | Live/Pending    | ELYSIUM HEALTH, INC.(/TM/87502047)         | 2017-06-22                 |
| FORMAT         |                       |                |                 |                                            |                            |
| (/TM/87152023) | 87152023              | 5171344        | Live/Registered | PULP PACKAGING, INC.(/TM/87152023)         | 2016-08-26                 |
| FORMAT         |                       |                |                 |                                            |                            |
| (/TM/86759342) | 86759342              | not registered | Dead/Abandoned  | PERMANENT SYNDICATE INC.(/TM/86759342)     | 2015-09-17                 |
| FORMAT         |                       |                |                 |                                            |                            |
| (/TM/86102437) | 86102437              | 4827648        | Live/Registered | IdeaForm Inc.(/TM/86102437)                | 2013-10-26                 |
| FORMAT         |                       |                |                 |                                            |                            |
| (/TM/85725676) | 85725676              | 4374995        | Live/Registered | SAUL SERNA(/TM/85725676)                   | 2012-09-11                 |
| FORMAT         |                       |                |                 |                                            |                            |

|                       |          |                |                 |                                                   |            |
|-----------------------|----------|----------------|-----------------|---------------------------------------------------|------------|
| (/TM/85466857)        | 85466857 | 4200085        | Live/Registered | Becker Designed, Inc./TM/85466857)                | 2011-11-08 |
| FORMAT                |          |                |                 |                                                   |            |
| (/TM/79277231)        | 79277231 | not registered | Live/Pending    | Limited liability company AutoFides(/TM/79277231) | 2019-11-11 |
| FORMAT                |          |                |                 |                                                   |            |
| (/TM/79054085)        | 79054085 | not registered | Dead/Abandoned  | Space LLC(/TM/79054085)                           | 2008-05-06 |
| FORMAT                |          |                |                 |                                                   |            |
| (/TM/79027401)        | 79027401 | 3329647        | Live/Registered | format Tresorbau GmbH & Co. KG(/TM/79027401)      | 2006-05-04 |
| FORMAT                |          |                |                 |                                                   |            |
| (/TM/78853046)        | 78853046 | 3341806        | Live/Registered | LIANG, JIANXIONG(/TM/78853046)                    | 2006-04-03 |
| FORMAT                |          |                |                 |                                                   |            |
| (/TM/78853046)        | 78853046 | 3341806        | Live/Registered | IGNATYEV, ALEKSANDR(/TM/78853046)                 | 2006-04-03 |
| FORMAT                |          |                |                 |                                                   |            |
| (/TM/78319244)        | 78319244 | not registered | Dead/Abandoned  | Waitesmith, Matthew(/TM/78319244)                 | 2003-10-27 |
| FORMAT                |          |                |                 |                                                   |            |
| (/TM/76717408)        | 76717408 | not registered | Dead/Abandoned  | Millenia Concepts Inc./TM/76717408)               | 2014-12-29 |
| FORMAT                |          |                |                 |                                                   |            |
| (/TM/76704597)        | 76704597 | 4035197        | Live/Registered | ROFFE ACCESSORIES, INC./TM/76704597)              | 2010-08-30 |
| FORMAT                |          |                |                 |                                                   |            |
| (/TM/76695628)        | 76695628 | not registered | Dead/Abandoned  | MILLENNIA CONCEPTS INC./TM/76695628)              | 2009-02-06 |
| FORMAT                |          |                |                 |                                                   |            |
| (/TM/76665349)        | 76665349 | 3319193        | Dead/Cancelled  | Collective Case, Inc./TM/76665349)                | 2006-08-29 |
| FORMAT                |          |                |                 |                                                   |            |
| FORMAT (/TM/76517486) | 76517486 | 2814896        | Live/Registered | MCS Industries, Inc./TM/76517486)                 | 2003-05-16 |
| FORMAT                |          |                |                 |                                                   |            |
| (/TM/76092212)        | 76092212 | not registered | Dead/Abandoned  | Gordon & Ferguson of Delaware, Inc./TM/76092212)  | 2000-07-20 |
| FORMAT                |          |                |                 |                                                   |            |
| (/TM/76092202)        | 76092202 | 2464020        | Dead/Cancelled  | GORDON & FERGUSON, INC./TM/76092202)              | 2000-07-20 |
| FORMAT                |          |                |                 |                                                   |            |

|                |          |                |                 |                                                         |            |
|----------------|----------|----------------|-----------------|---------------------------------------------------------|------------|
| (/TM/75064466) | 75064466 | 2102164        | Dead/Cancelled  | Items International, Inc.(/TM/75064466)                 | 1996-02-27 |
| FORMAT         |          |                |                 |                                                         |            |
| (/TM/74729422) | 74729422 | 1990108        | Dead/Cancelled  | GORDON & FERGUSON, INC.(/TM/74729422)                   | 1995-09-15 |
| FORMAT         |          |                |                 |                                                         |            |
| (/TM/74729421) | 74729421 | not registered | Dead/Abandoned  | Format, Inc.(/TM/74729421)                              | 1995-09-15 |
| FORMAT         |          |                |                 |                                                         |            |
| (/TM/74729420) | 74729420 | not registered | Dead/Abandoned  | Format, Inc.(/TM/74729420)                              | 1995-09-15 |
| FORMAT         |          |                |                 |                                                         |            |
| (/TM/74729419) | 74729419 | not registered | Dead/Abandoned  | Format, Inc.(/TM/74729419)                              | 1995-09-15 |
| FORMAT         |          |                |                 |                                                         |            |
| (/TM/74285622) | 74285622 | 2002041        | Live/Registered | ROFFE ACCESSORIES, INC.(/TM/74285622)                   | 1992-06-17 |
| FORMAT         |          |                |                 |                                                         |            |
| (/TM/74244508) | 74244508 | not registered | Dead/Abandoned  | M.A. SPORT INTERNATIONAL, INC.(/TM/74244508)            | 1992-02-10 |
| FORMAT         |          |                |                 |                                                         |            |
| (/TM/73591487) | 73591487 | not registered | Dead/Abandoned  | FORMAT SOFTWARE GMBH(/TM/73591487)                      | 1986-04-03 |
| FORMAT         |          |                |                 |                                                         |            |
| (/TM/73591484) | 73591484 | not registered | Dead/Abandoned  | FORMAT SOFTWARE GMBH(/TM/73591484)                      | 1986-04-03 |
| FORMAT         |          |                |                 |                                                         |            |
| (/TM/73586824) | 73586824 | 1414479        | Dead/Cancelled  | POLESTAR INFORMATION NETWORK, INC.(/TM/73586824)        | 1986-03-07 |
| FORMAT         |          |                |                 |                                                         |            |
| (/TM/73533121) | 73533121 | not registered | Dead/Abandoned  | PROMOCOMM LTD.(/TM/73533121)                            | 1985-04-19 |
| FORMAT         |          |                |                 |                                                         |            |
| (/TM/73528776) | 73528776 | 1378205        | Dead/Cancelled  | M.A. SPORT INTERNATIONAL, INC.(/TM/73528776)            | 1985-03-25 |
| FORMAT         |          |                |                 |                                                         |            |
| (/TM/73080222) | 73080222 | 1049008        | Dead/Cancelled  | Intercollegiate Broadcasting System, Inc.(/TM/73080222) | 1976-03-15 |
| FORMAT         |          |                |                 |                                                         |            |
| (/TM/72306193) | 72306193 | 0876186        | Dead/Expired    | WELLA CORPORATION, THE(/TM/72306193)                    | 1968-08-28 |
| FORMAT         |          |                |                 |                                                         |            |

|                |          |         |              |                                                                 |
|----------------|----------|---------|--------------|-----------------------------------------------------------------|
| (/TM/71633098) | 71633098 | 0602381 | Dead/Expired | CHAMPION PAPER AND FIBRE COMPANY, THE(/TM/7163 1952-07-26 3098) |
| FORMAT         |          |         |              |                                                                 |
| (/TM/71406915) | 71406915 | 0361275 | Dead/Expired | CHAMPION PAPER AND FIBRE COMPANY, THE(/TM/7140 1938-05-31 6915) |
| FORMAT         |          |         |              |                                                                 |

# **Exhibit “C”**



**Registration #:** TX0008958649  
**Service Request #:** 1-10388702481



Belles Katz, LLC  
Lisa Peller London  
1800 John F Kennedy Blvd.  
Ste. 1010  
Philadelphia, PA 19103 United States

# Certificate of Registration



This Certificate issued under the seal of the Copyright Office in accordance with title 17, *United States Code*, attests that registration has been made for the work identified below. The information on this certificate has been made a part of the Copyright Office records.

*Shira Perlmutter*  
United States Register of Copyrights and Director



**Registration Number**

**TX 8-958-649**

**Effective Date of Registration:**

April 21, 2021

**Registration Decision Date:**

May 04, 2021

## Title

**Title of Work:** Easel Twist Format Instruction (English)

## Completion/Publication

**Year of Completion:** 2014  
**Date of 1st Publication:** July 28, 2014  
**Nation of 1<sup>st</sup> Publication:** United States

## Author

- Author:** MCS Industries, Inc.  
**Author Created:** text, artwork  
**Work made for hire:** Yes  
**Citizen of:** United States

## Copyright Claimant

**Copyright Claimant:** MCS Industries, Inc.  
2280 Newlins Mill Road, Easton, PA, 18045, United States

## Rights and Permissions

**Organization Name:** Belles Katz, LLC  
**Name:** Lisa Peller London  
**Email:** trademarks@thebellesgroup.com  
**Telephone:** (215)735-9302  
**Alt. Telephone:** (267)952-2059  
**Address:** 1800 John F Kennedy Blvd.  
Ste. 1010  
Philadelphia, PA 19103 United States

## **Exhibit “D”**

**Registration #:** TX0008955192  
**Service Request #:** 1-10388635131



Belles Katz, LLC  
Lisa Peller London  
1800 John F Kennedy Blvd.  
Ste. 1010  
Philadelphia, PA 19103 United States



## Certificate of Registration



This Certificate issued under the seal of the Copyright Office in accordance with title 17, *United States Code*, attests that registration has been made for the work identified below. The information on this certificate has been made a part of the Copyright Office records.

*Shiria Perlmutter*

United States Register of Copyrights and Director

Registration Number

**TX 8-955-192**

Effective Date of Registration:

April 21, 2021

Registration Decision Date:

April 21, 2021

## Title

Title of Work: Ramp Easel Format Instructions

## Completion/Publication

Year of Completion: 2014  
 Date of 1st Publication: July 28, 2014  
 Nation of 1<sup>st</sup> Publication: United States

## Author

- Author: MCS Industries, Inc.  
 Author Created: text, artwork  
 Work made for hire: Yes  
 Citizen of: United States

## Copyright Claimant

Copyright Claimant: MCS Industries, Inc.  
 2280 Newlins Mill Road, Easton, PA, 18045, United States

## Rights and Permissions

Organization Name: Belles Katz, LLC  
 Name: Lisa Peller London  
 Email: trademarks@thebellesgroup.com  
 Telephone: (215)735-9302  
 Alt. Telephone: (267)952-2059  
 Address: 1800 John F Kennedy Blvd.  
 Ste. 1010  
 Philadelphia, PA 19103 United States

## **Exhibit “E”**

## Format Frame Instructions.

### Instructions For Use – To insert photo or artwork:

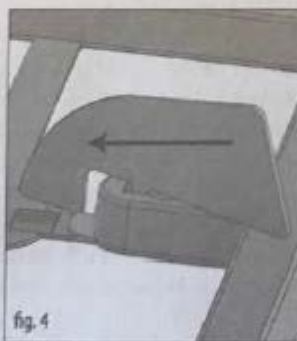
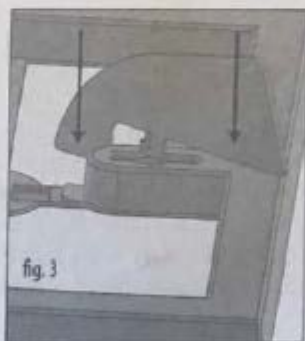
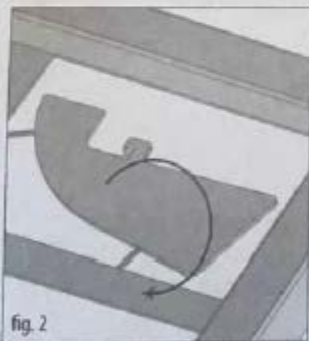
This is a front loading frame with easy to handle polished edge glass.

1. Firmly grasp frame (glass/front side toward you) with both hands positioned close together on both sides of the corner (fig. 1).
2. Position thumbs close together on corner and apply gentle, even pressure to push frame sides outward and down while at the same time pressing backing board on back of frame upward with finger tips to unseal glass.
3. Repeat procedure for each corner until glass is free from frame.
4. Once glass is removed, insert photo or artwork gently through frame front.
5. Position frame face up-replace glass and apply gentle pressure on each corner until glass seats itself within frame.



**To Use Easel Back; 4 in x 4 in / 4 in x 6 in / 4 in x 12 in / 5 in x 7 in / 8 in x 10 in / 10 in x 10 in / 8 ½ in x 11 in / Frames (Frames larger than 8 ½ x 11 in do not have easel backs.)**

1. Twist easel to remove from frame (fig. 2).
2. Position the easel above the slot and align as shown. Push down and insert the tab into the slot (fig. 3).
3. Push easel forward in slot until it touches the edge (fig. 4).
4. Twist the easel as shown until it clicks into place. (fig. 5)
5. To remove easel, twist the easel sideways to disengage, then pull back.



## Instrucciones para marco Format®

### Modo de empleo - Para insertar una foto o una obra de arte:

Este marco que tiene una carga frontal está equipado con una placa de vidrio con borde pulido fácil de utilizar.

1. Agarre firmemente el borde del marco (con la placa de vidrio / lado frontal dirigido hacia Ud.) con ambas manos colocadas juntas, sobre ambos lados de la esquina (Fig.1).
2. Coloque los pulgares colocados juntos sobre la esquina el borde y aplique una presión suave y uniforme, para empujar los lados del marco hacia afuera y hacia abajo; a la vez con las puntas de los dedos hacia arriba, aplique una presión sobre el panel de soporte en la parte trasera del marco, para desenganchar la placa de vidrio.

## **Exhibit “F”**



## COMPANY INFO

# Company Profile

The Michaels Companies, Inc. is the largest arts and crafts specialty retailer in North America (based on store count) providing materials, project ideas and education for creative activities. Our vision is to inspire and enable customer creativity, create a fun and rewarding place to work, foster meaningful connections with our communities, and lead the industry in growth and innovation.

We operate more than 1,250 Michaels stores in 49 states and Canada. Additionally, we serve customers through various digital platforms including Michaels.com, consumercrafts.com and aaronbrothers.com. The Michaels Companies, Inc., also owns Artistree, a manufacturer of high-quality custom and specialty framing merchandise.

We believe anyone can make, and we're on a mission to inspire and encourage everyone to unleash his or her inner maker. With crafting classes, store events, project sheets, store displays, mobile applications and online videos, we offer a shopping experience that can inspire creativity and build confidence in our customers' artistic abilities.

# Industry Classifications

## Sector

Consumer Cyclical

## Industry

Retail - Apparel & Specialty

## NAICS

Department Stores (except Discount Department Stores) (452111)

## SIC

Department Stores (5311)

# Our Leadership

## Frequently Asked Questions

Browse our commonly asked investor-related questions

## IR Contacts

View common investor-related contact information

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# **Exhibit “G”**

TRENDSETTER

MCS Industries, Inc.

USPTO Trademarks (<https://uspto.report/TM/>) › / MCS Industries, Inc. (<https://uspto.report/company/Mcs-Industries-Inc>) ›  
/ Trendsetter Application #77730677 (<https://uspto.report/TM/77730677/>)

Application Filed: 2009-05-06 (2009-05-06)

Trademark Application Details

TRENDSETTER

Status

800

Live/Registered

↻ Refresh

(/TM/77730677/refresh)

REGISTERED AND RENEWED

Research

W

(<https://en.wikipedia.org/w/index.php?search=%22TRENDSETTER%22>)

T

(<https://twitter.com/search?q=%22TRENDSETTER%22>)

N

(<https://nitter.domain.glass/search?f=tweets&q=%22TRENDSETTER%22>)

G

(<https://translate.google.com/#view=home&op=translate&sl=auto&tl=en&text=TRENDSETTER>)

🔥

(<https://www.wolframalpha.com/input/?i=TRENDSETTER>)

OneLook

(<https://www.onelook.com/?w=%22TRENDSETTER%22>)

Acronym Finder

(<https://www.acronymfinder.com/~search/af.aspx?Acronym=%22TRENDSETTER%22&string=exact>)

|                        |                                                                            |
|------------------------|----------------------------------------------------------------------------|
| Serial Number          | 77730677                                                                   |
| Registration Number    | 3718446                                                                    |
| Mark Drawing Code      | 4000: Illustration: Drawing with word(s)/letter(s)/number(s) in Block form |
| Attorney Name          | Lisa Peller London                                                         |
| Attorney Docket Number | MCS-TM11                                                                   |
| Law Office Assigned    | M10                                                                        |
| Employee Name          | CASTRO, GIANCARLO                                                          |

# Seamless Onboarding Process

From Billing to Storing Legal Documents, MyCase Can Support Your Law Firm's Needs.

MyCase

## Timeline


|            |                              |
|------------|------------------------------|
| 1990-12-31 | Date of First Use            |
| 2009-05-06 | Application Filed            |
| 2009-09-15 | Published for Opposition     |
| 2009-12-01 | Trademark Registered         |
| 2019-12-01 | Renewal Date                 |
| 2020-01-02 | Location: GENERIC WEB UPDATE |
| 2020-01-02 | Status: Live/Registered      |
| 2020-01-02 | Transaction Date             |

# Download The Full Report From Intricately

See who are the leading cloud hosting providers market share and customer count

Intricately

## Trademark Applicants & Owners

|                    |                                                                                                                                        |
|--------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| Owner:             |  MCS Industries, Inc. (/company/Mcs-Industries-Inc) |
| Address            | 2280 Newlins Mill Road Easton PA 18045                                                                                                 |
| Legal Entity Type  | Corporation                                                                                                                            |
| Legal Entity State | PA                                                                                                                                     |

# Insane \$89 Mini Portable AC

This thing turn my room into an icebox quicker th  
other AC

Cool Summer Tips

Shop ↗

Documents

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Attorney of Record

Lisa Peller London  
BELLES KATZ LLC  
337 S. 18th Street  
Philadelphia, PA 19103

# Insane \$89 Mini Portable AC

Did you know there's a new portable AC the size  
car battery that can refrigerate any

Cool Summer Tips

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| Good, Services, and Codes |                |                         |
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| International Codes:      |                | 20                      |
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| GS0201                    | Picture frames |                         |

Trademark Filing History

| Description                                          | Date       | Event Coding                        |
|------------------------------------------------------|------------|-------------------------------------|
| NEW APPLICATION ENTERED IN TRAM                      | 2009-05-09 | 1 NWAP I:Incoming Correspondence    |
| NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM | 2009-05-12 | 2 NWOS I:Incoming Correspondence    |
| ASSIGNED TO EXAMINER                                 | 2009-07-31 | 3 DOCK D:Assigned to Examiner       |
| APPROVED FOR PUB - PRINCIPAL REGISTER                | 2009-08-03 | 4 CNSA O:Outgoing Correspondence    |
| ASSIGNED TO LIE                                      | 2009-08-11 | 5 ALIE A:Allowance for Publication  |
| LAW OFFICE PUBLICATION REVIEW COMPLETED              | 2009-08-11 | 6 PREV O:Outgoing Correspondence    |
| NOTICE OF PUBLICATION                                | 2009-08-26 | 7 NPUB O:Outgoing Correspondence    |
| PUBLISHED FOR OPPOSITION                             | 2009-09-15 | 8 PUBO A:Allowance for Publication  |
| REGISTERED-PRINCIPAL REGISTER                        | 2009-12-01 | 9 R.PR A:Allowance for Publication  |
| TEAS CHANGE OF CORRESPONDENCE RECEIVED               | 2011-02-16 | 10 TCCA I:Incoming Correspondence   |
| TEAS SECTION 8 & 15 RECEIVED                         | 2015-11-30 | 11 E815 I:Incoming Correspondence   |
| CASE ASSIGNED TO POST REGISTRATION PARALEGAL         | 2016-02-06 | 12 APRE A:Allowance for Publication |
| REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.   | 2016-02-06 | 13 C15A O:Outgoing Correspondence   |
| NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED       | 2016-02-06 | 14 NA85 E:E-Mail                    |
| TEAS CHANGE OF CORRESPONDENCE RECEIVED               | 2017-09-14 | 15 TCCA I:Incoming Correspondence   |
| COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED   | 2018-12-01 | 16 REM2 E:E-Mail                    |
| TEAS SECTION 8 & 9 RECEIVED                          | 2019-11-13 | 17 E89R I:Incoming Correspondence   |
| CASE ASSIGNED TO POST REGISTRATION PARALEGAL         | 2019-12-31 | 18 APRE A:Allowance for Publication |
| REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED  | 2020-01-02 | 19 89AG O:Outgoing Correspondence   |
| REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)      | 2020-01-02 | 20 RNL1 Q:                          |
| NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED        | 2020-01-02 | 21 NA89 E:E-Mail                    |





Michaels® Crafts Store  
Michaels Stores

## Similar Marks

| Mark Image           | Registration   Serial |                |                 | Company                                           | Trademark Application Date |
|----------------------|-----------------------|----------------|-----------------|---------------------------------------------------|----------------------------|
| (/TM/90232804)       | 90232804              | not registered | Live/Pending    | THR Outsourcing, LLC(/TM/90232804)                | 2020-10-02                 |
| TRENDSETTER          |                       |                |                 |                                                   |                            |
| (/TM/86072548)<br>8) | 86072548              | not registered | Dead/Abandoned  | steve sayasin(/TM/86072548)                       | 2013-09-23                 |
| TRENDSETTER          |                       |                |                 |                                                   |                            |
| (/TM/86052531)       | 86052531              | 4510638        | Live/Registered | Electronic Transactions Association(/TM/86052531) | 2013-08-30                 |
| TRENDSETTER          |                       |                |                 |                                                   |                            |
| (/TM/85931341)       | 85931341              | 4641979        | Live/Registered | E. S. ROBBINS CORPORATION(/TM/85931341)           | 2013-05-14                 |
| TRENDSETTER          |                       |                |                 |                                                   |                            |
| (/TM/85738208)       | 85738208              | 4338457        | Live/Registered | Trendsetter Engineering, Inc.(/TM/85738208)       | 2012-09-25                 |
| TRENDSETTER          |                       |                |                 |                                                   |                            |
| (/TM/85738197)       | 85738197              | 4338456        | Live/Registered | Trendsetter Engineering, Inc.(/TM/85738197)       | 2012-09-25                 |
| TRENDSETTER          |                       |                |                 |                                                   |                            |
| (/TM/85282603)<br>3) | 85282603              | not registered | Dead/Abandoned  | MMI Products, Inc.(/TM/85282603)                  | 2011-03-31                 |
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| (/TM/81041785)       | 81041785              | 1041785        | Dead/Cancelled  | Armstrong Cork Company(/TM/81041785)              | 0000-00-00                 |
| TRENDSETTER          |                       |                |                 |                                                   |                            |
| (/TM/78773955)       | 78773955              | 3345661        | Live/Registered | Metrix Instrument Co.(/TM/78773955)               | 2005-12-15                 |
| TRENDSETTER          |                       |                |                 |                                                   |                            |

(/TM/78444122) **78444122** **3115096** **Dead/Cancelled** Six Rivers Solar, Inc.(/TM/78444122) 2004-06-30

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(/TM/77300981) **77300981** **3747277** **Live/Registered** Trend Personnel Services, Inc.(/TM/77300981) 2007-10-10

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(/TM/76412078) **76412078** **2683606** **Live/Registered** MFA INCORPORATED(/TM/76412078) 2002-05-24

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|                |          |                |                 |                                                              |            |
|----------------|----------|----------------|-----------------|--------------------------------------------------------------|------------|
| (/TM/74098291) | 74098291 | 1715567        | Dead/Cancelled  | CSI TECHNOLOGY, INC./TM/74098291)                            | 1990-09-17 |
| TRENDSETTER    |          |                |                 |                                                              |            |
| (/TM/73770931) | 73770931 | 1552255        | Live/Registered | TRANSAMERICA OCCIDENTAL LIFE INSURANCE COMPANY(/TM/73770931) | 1988-12-22 |
| TRENDSETTER    |          |                |                 |                                                              |            |
| (/TM/73765791) | 73765791 | 1544333        | Dead/Cancelled  | KOMFORT INDUSTRIES, INC./TM/73765791)                        | 1988-11-25 |
| TRENDSETTER    |          |                |                 |                                                              |            |
| (/TM/73725156) | 73725156 | 1518509        | Dead/Cancelled  | WOLVERINE WORLD WIDE, INC./TM/73725156)                      | 1988-04-28 |
| TRENDSETTER    |          |                |                 |                                                              |            |
| (/TM/73479129) | 73479129 | 1320559        | Dead/Cancelled  | Contractors Specialties, Inc./TM/73479129)                   | 1984-05-07 |
| TRENDSETTER    |          |                |                 |                                                              |            |
| (/TM/73347507) | 73347507 | not registered | Dead/Abandoned  | RINGER, JAMES L./TM/73347507)                                | 1982-01-27 |
| TRENDSETTER    |          |                |                 |                                                              |            |
| (/TM/73272794) | 73272794 | 1191101        | Dead/Cancelled  | Del Mar Avionics(/TM/73272794)                               | 1980-07-31 |
| TRENDSETTER    |          |                |                 |                                                              |            |
| (/TM/73258871) | 73258871 | 1194650        | Dead/Cancelled  | Edmunds Manufacturing Company(/TM/73258871)                  | 1980-04-21 |
| TRENDSETTER    |          |                |                 |                                                              |            |
| (/TM/73254625) | 73254625 | 1188372        | Dead/Cancelled  | Scovill Inc./TM/73254625)                                    | 1980-03-19 |
| TRENDSETTER    |          |                |                 |                                                              |            |
| (/TM/73205918) | 73205918 | 1152991        | Dead/Cancelled  | Compugraphic Corporation(/TM/73205918)                       | 1979-03-02 |
| TRENDSETTER    |          |                |                 |                                                              |            |
| (/TM/73162122) | 73162122 | 1105277        | Dead/Cancelled  | RONSON CORPORATION(/TM/73162122)                             | 1978-03-13 |
| TRENDSETTER    |          |                |                 |                                                              |            |
| (/TM/73119980) | 73119980 | 1097989        | Dead/Expired    | SOUNDESIGN CORPORATION(/TM/73119980)                         | 1977-03-22 |
| TRENDSETTER    |          |                |                 |                                                              |            |
| (/TM/72176977) | 72176977 | 0777442        | Live/Registered | Trendsetter Footwear Corp./TM/72176977)                      | 1963-09-13 |
| TRENDSETTER    |          |                |                 |                                                              |            |



## **Exhibit “H”**

The logo for 8x8, featuring the text "8x8" in a large, white, sans-serif font. The background is a dark, blurred image of a person's hand holding a small object, possibly a pen or a stylus, against a dark background.

Format®

STUDIO  
DECOR.

8 in x 8 in / 20.3 cm x 20.3 cm  
BASICS | BASIQUES | BÁSICOS

**BASIC PRINCIPLES**

8x8

Structure™

STUDIO  
DECOR.

8 in x 8 in / 20.3 cm x 20.3 cm  
BASICS | BASIQUES

1. Let  $\alpha$  be a root of  $\chi$ . Then  $\alpha$  is a root of  $\chi$  if and only if  $\alpha$  is a root of  $\chi$ .

# Exhibit “I”





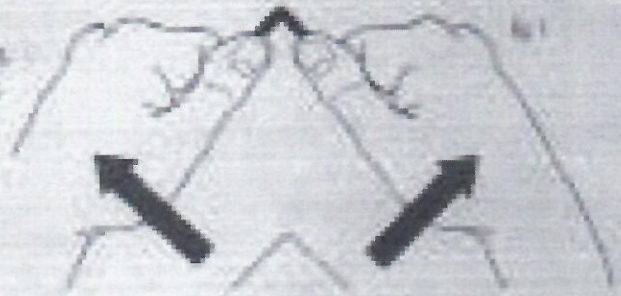
## **Exhibit “J”**

## Format Frame Instructions.

### Instructions For Use - To insert photo or artwork:

This is a front loading frame with easy to handle polished edge glass.

1. Firmly grasp frame (glass front side toward you) with both hands positioned close together on both sides of the corner (fig. 1).
2. Position thumbs close together on corner and apply gentle, even pressure to push frame sides outward and down while at the same time pressing backing board on back of frame upward with finger tips to unseal glass.
3. Repeat procedure for each corner until glass is free from frame.
4. Once glass is removed, insert photo or artwork gently through frame front.
5. Position frame face up replace glass and apply gentle pressure on each corner until glass seats itself within frame.



**To Use Easel Back:** 4 in x 4 in / 4 in x 6 in / 4 in x 12 in / 5 in x 7 in / 8 in x 10 in / 10 in x 13 in / 8 1/2 in x 11 in / Frames (Frames larger than 8 1/2 x 11 in do not have easel back.)

1. Twist easel to remove from frame (fig. 2).
2. Position the easel above the slot and align as shown. Push down and insert the tab into the slot (fig. 3).
3. Push easel forward in slot until it touches the edge (fig. 4).
4. Twist the easel as shown until it clicks into place (fig. 5).
5. To remove easel, twist the easel sideways to disengage, then pull back.



## Instrucciones para marco Format®

### Modo de empleo - Para insertar una foto o una obra de arte:

Este marco que tiene una carga frontal está equipado con una placa de vidrio con borde pulido fácil de utilizar.

1. Agarre firmemente el borde del marco (con la placa de vidrio / lado frontal dirigido hacia Ud.) con ambas manos colocados juntos, sobre ambos lados de la esquina (fig. 1).
2. Coloque los pulgares colocados juntos sobre la esquina el borde y aplique una presión suave y uniforme, para empujar los lados del marco hacia afuera y hacia abajo; a la vez con las puntas de los dedos hacia arriba, aplique una presión sobre el panel de soporte en la parte trasera del marco, para desenganchar la placa de vidrio.

## **Exhibit “K”**

**Format Frame Instructions.****Instructions For Use - To insert photo or artwork:**

This is a front loading frame with easy to handle polished edge glass.

1. Firmly grasp frame (glass/front side toward you) with both hands positioned close together on both sides of the corner (fig. 1).
2. Position thumbs close together on corner and apply gentle, even pressure to push frame sides outward and down while at the same time pressing backing board on back of frame upward with finger tips to unsnarl glass.
3. Repeat procedure for each corner until glass is free from frame.
4. Once glass is removed, insert photo or artwork gently through frame front.
5. Position frame face up, replace glass and apply gentle pressure on each corner until glass seats itself within frame.



**To Use Easel Back:** 4 in x 4 in / 4 in x 6 in / 4 in x 12 in / 5 in x 7 in / 8 in x 10 in / 10 in x 10 in / 8 1/2 in x 11 in / Frames larger than 8 1/2 x 11 in do not have easel backs.

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2. Position the easel above the slot and align as shown. Push down and insert the tab into the slot (fig. 3).
3. Push easel forward in slot until it touches the edge (fig. 4).
4. Twist the easel as shown until it clicks into place. (fig. 5)
5. To remove easel, twist the easel sideways to disengage, then pull back.

**Instrucciones para marco Format®****Modo de empleo - Para insertar una foto o una obra de arte:**

Este marco que tiene una carga frontal está equipado con una placa de vidrio con borde pulido fácil de utilizar.

1. Agarre firmemente el borde del marco (con la placa de vidrio / lado frontal dirigido hacia Ud.) con ambas manos colocadas juntas, sobre ambos lados de la esquina (fig. 1).
2. Coloque los pulgares colocados juntos sobre la esquina el borde y aplique una presión suave y uniforme, para empujar los lados del marco hacia afuera y hacia abajo a la vez con las puntas de los dedos hacia arriba, aplique una presión sobre el panel de soporte en la parte trasera del marco, para desenganchar la placa de vidrio.

**Format Frame Instructions.****Instructions For Use - To insert photo or artwork:**

This is a front loading frame with easy to handle polished edge glass.

1. Firmly grasp frame (glass/front side toward you) with both hands positioned close together on both sides of the corner (fig. 1).
2. Position thumbs close together on corner and apply gentle, even pressure to push frame sides outward and down while at the same time pressing backing board on back of frame upward with finger tips to unsnarl glass.
3. Repeat procedure for each corner until glass is free from frame.
4. Once glass is removed, insert photo or artwork gently through frame front.
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4. Twist the easel as shown until it clicks into place. (fig. 5)
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**Instrucciones para marco Format®****Modo de empleo - Para insertar una foto o una obra de arte:**

Este marco que tiene una carga frontal está equipado con una placa de vidrio con borde pulido fácil de utilizar.

1. Agarre firmemente el borde del marco (con la placa de vidrio / lado frontal dirigido hacia Ud.) con ambas manos colocadas juntas, sobre ambos lados de la esquina (fig. 1).
2. Coloque los pulgares colocados juntos sobre la esquina el borde y aplique una presión suave y uniforme, para empujar los lados del marco hacia afuera y hacia abajo a la vez con las puntas de los dedos hacia arriba, aplique una presión sobre el panel de soporte en la parte trasera del marco, para desenganchar la placa de vidrio.

## **Exhibit “L”**



## Format Frame Instructions.

### Instructions For Use - To insert photo

This is a front loading frame with easy to handle

1. Firmly grasp frame (glass/front side toward you) and position close together on both sides of the
2. Position thumbs close together on corner and apply gentle, even pressure to push frame sides outward and down while at the same time pressing backing on back of frame upward with finger tips to unseat
3. Repeat procedure for each corner until glass is removed.
4. Once glass is removed, insert photo or artwork
5. Position frame face up-replace glass and apply

**To Use Easel Back; 4 in x 4 in / 4 in x 6 in / 4 in x 8 in**  
(Frames larger than 8 1/2 x 11 in do not have easel back)

1. Twist easel to remove from frame (fig. 2).
2. Position the easel above the slot and align
3. Push easel forward into slot until it is seated

### work:

the glass.  
hands  
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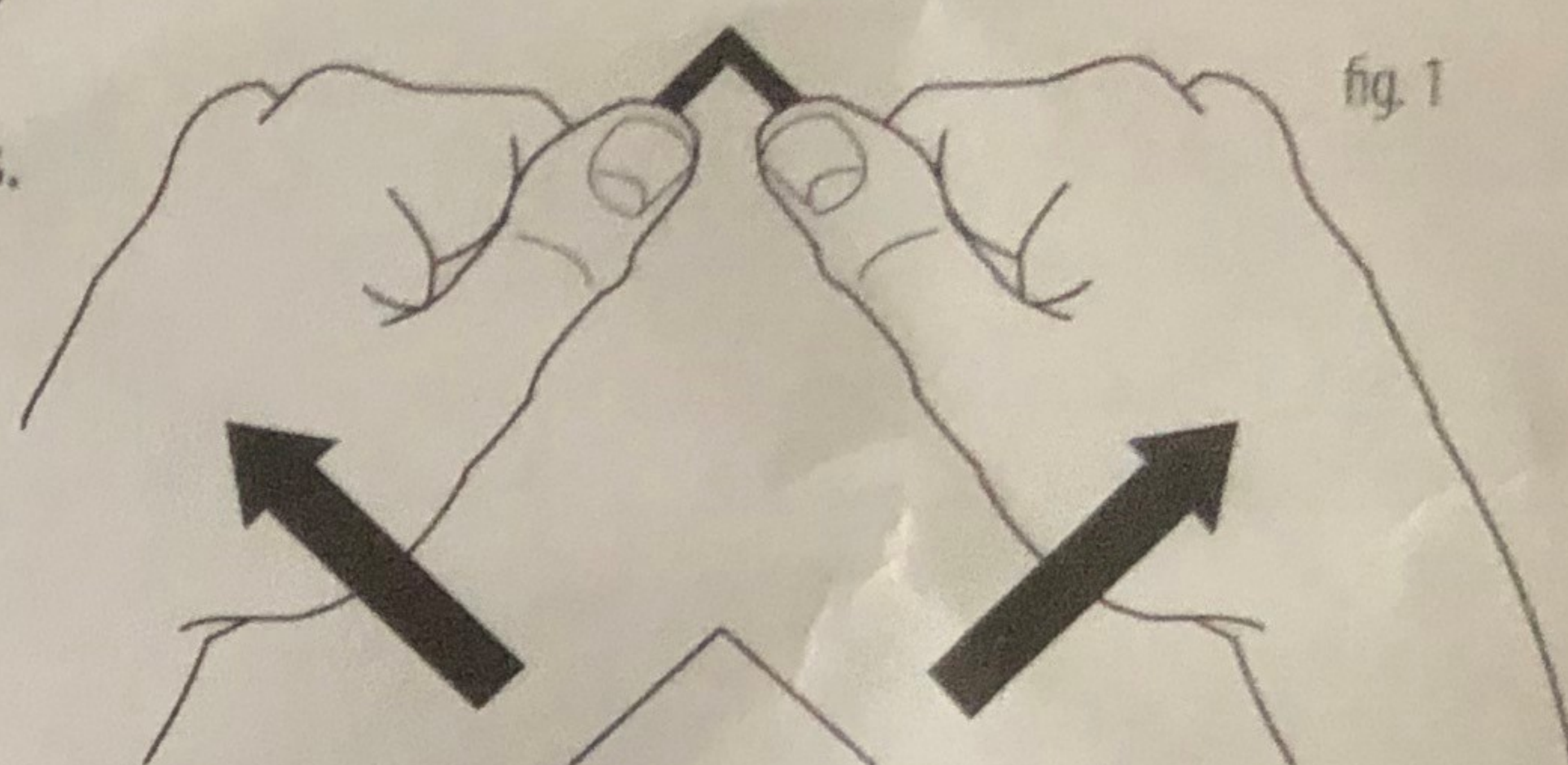


fig. 1

me.

high frame front.

ure on each corner until glass seats itself within frame.

**7 in / 8 in x 10 in / 10 in x 10 in / 8 1/2 in x 11 in / Frames**

Insert the tab into the slot

fig. 3

**Format®**

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4

fig. 5

### obra de arte:

aca de vidrio con borde pulido fácil de utilizar.  
lado frontal dirigido hacia Ud.) con ambas  
(1).

e y aplique una presión suave y uniforme,  
a vez con las puntas de los dedos hacia arriba,  
a del marco, para desenganchar la placa de vidrio.

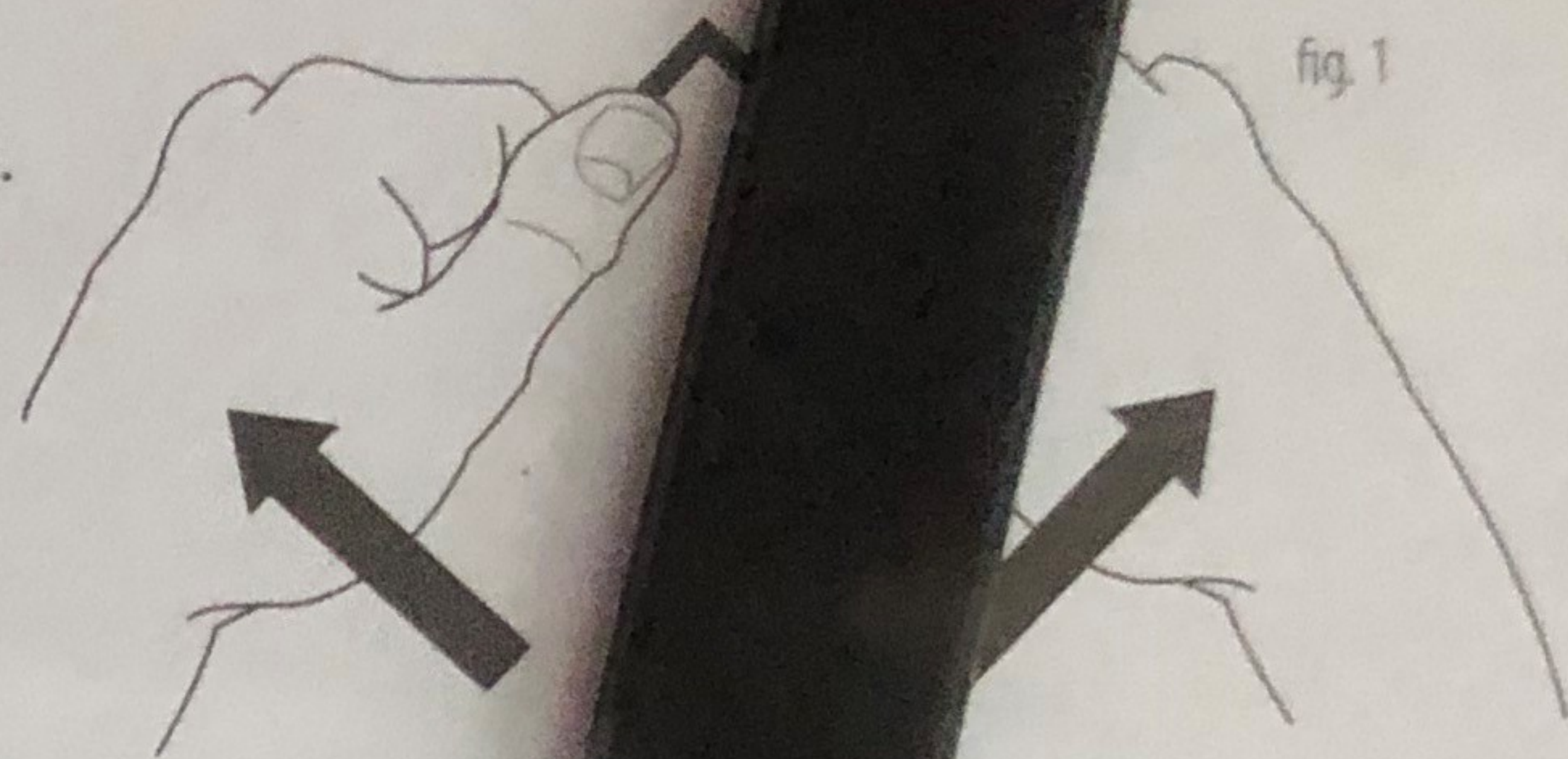


## Format Frame Instructions.

### Instructions For Use - To insert photo or artwork:

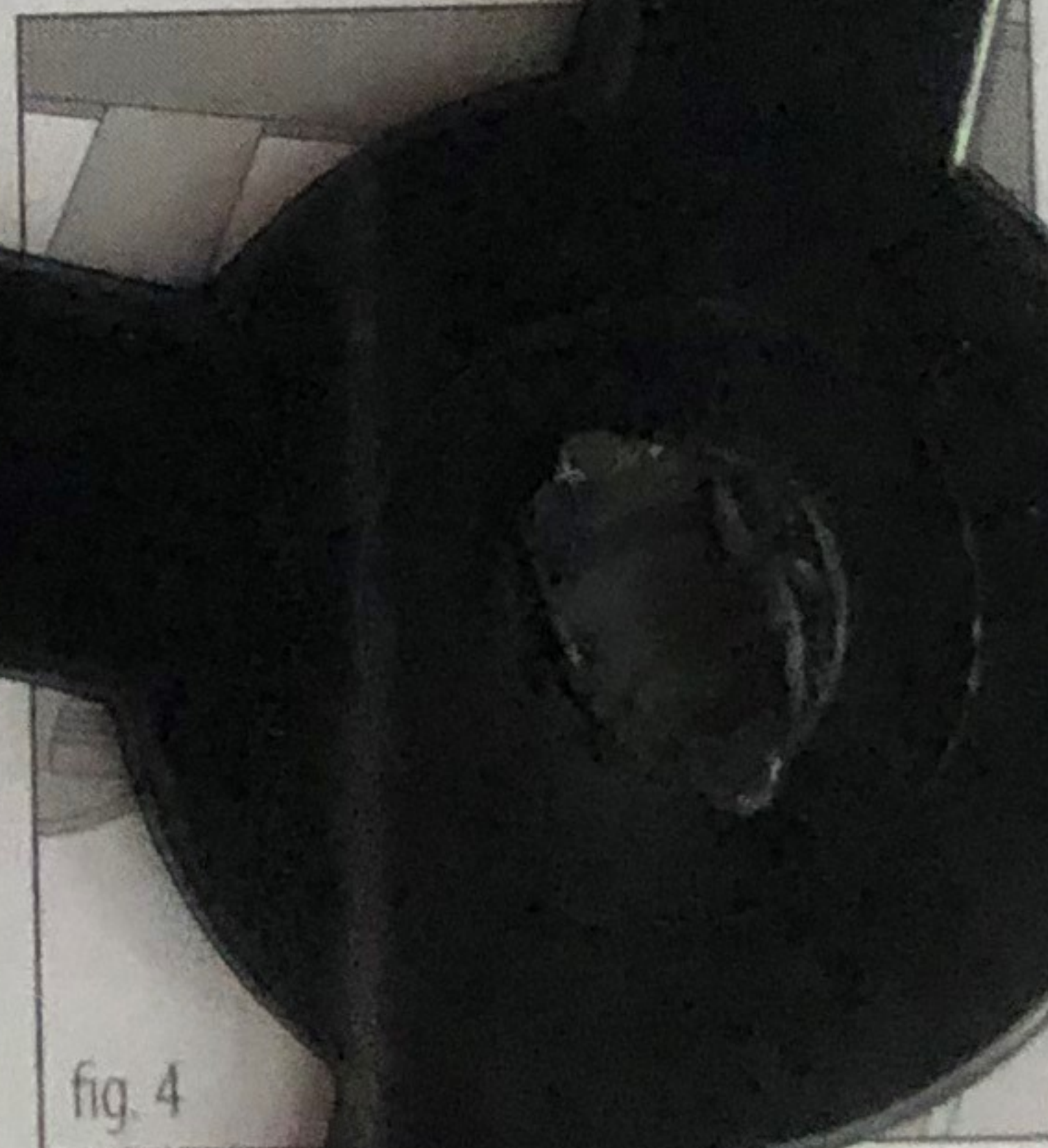
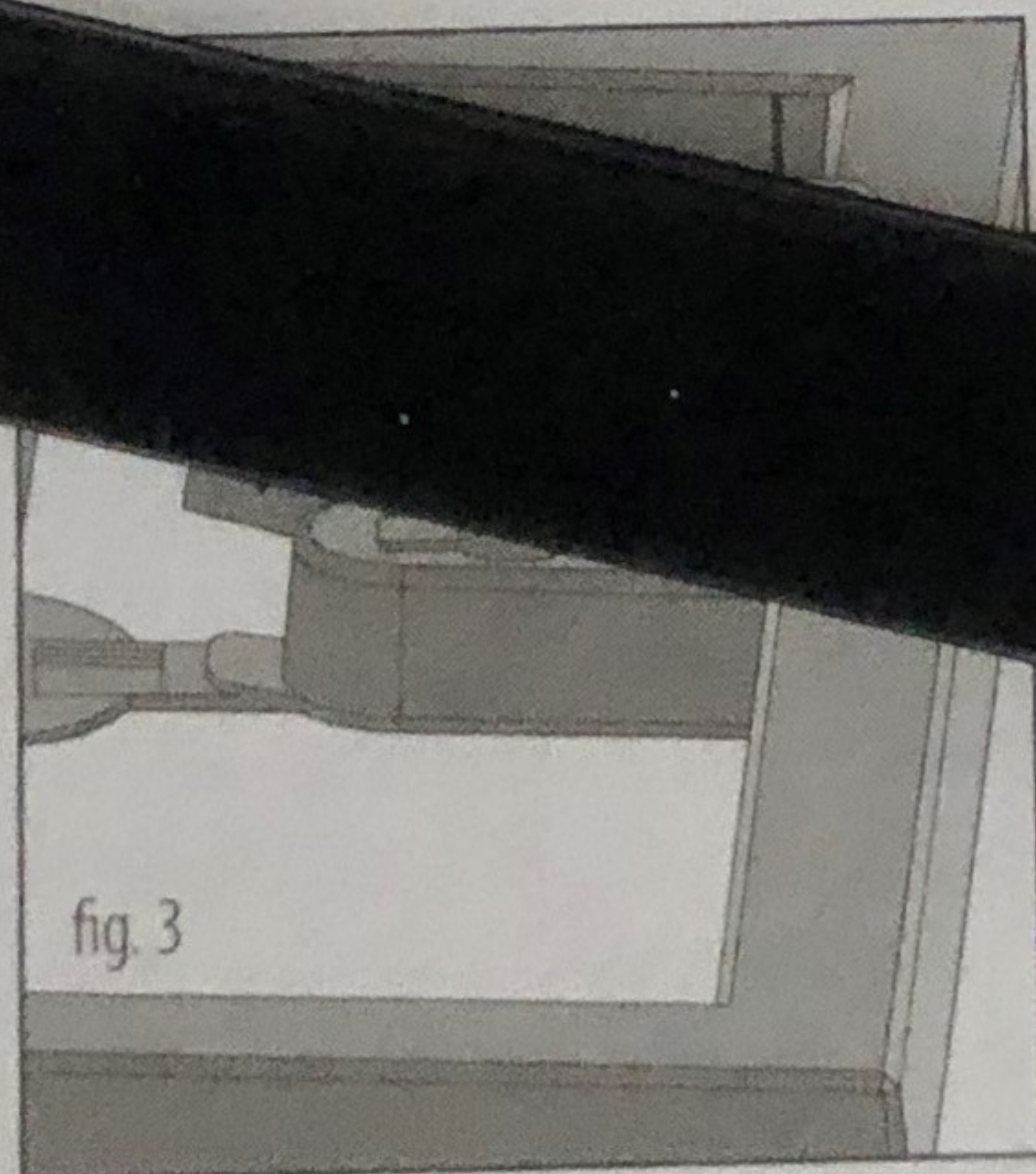
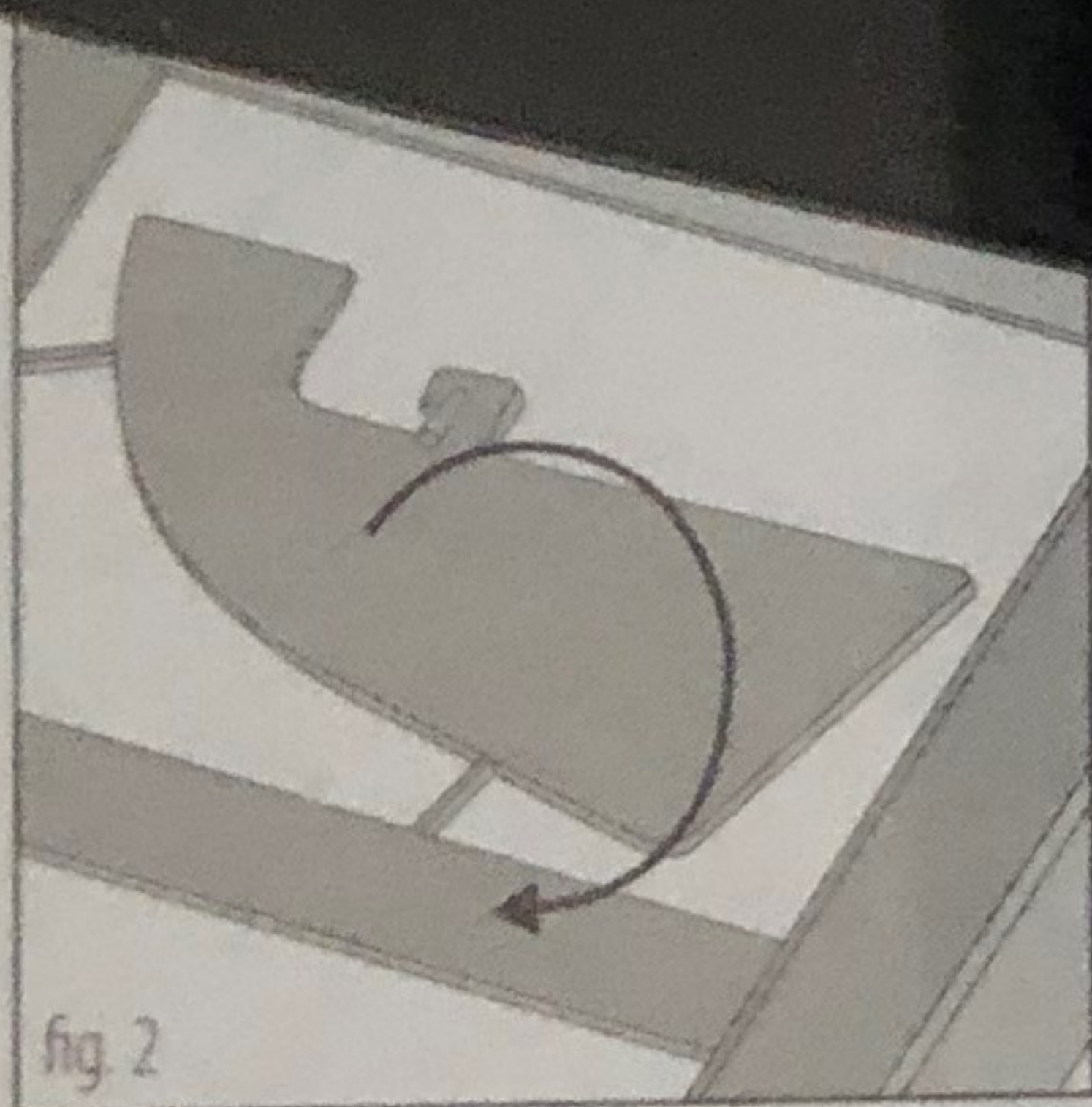
This is a front loading frame with easy to handle polished edge glass.

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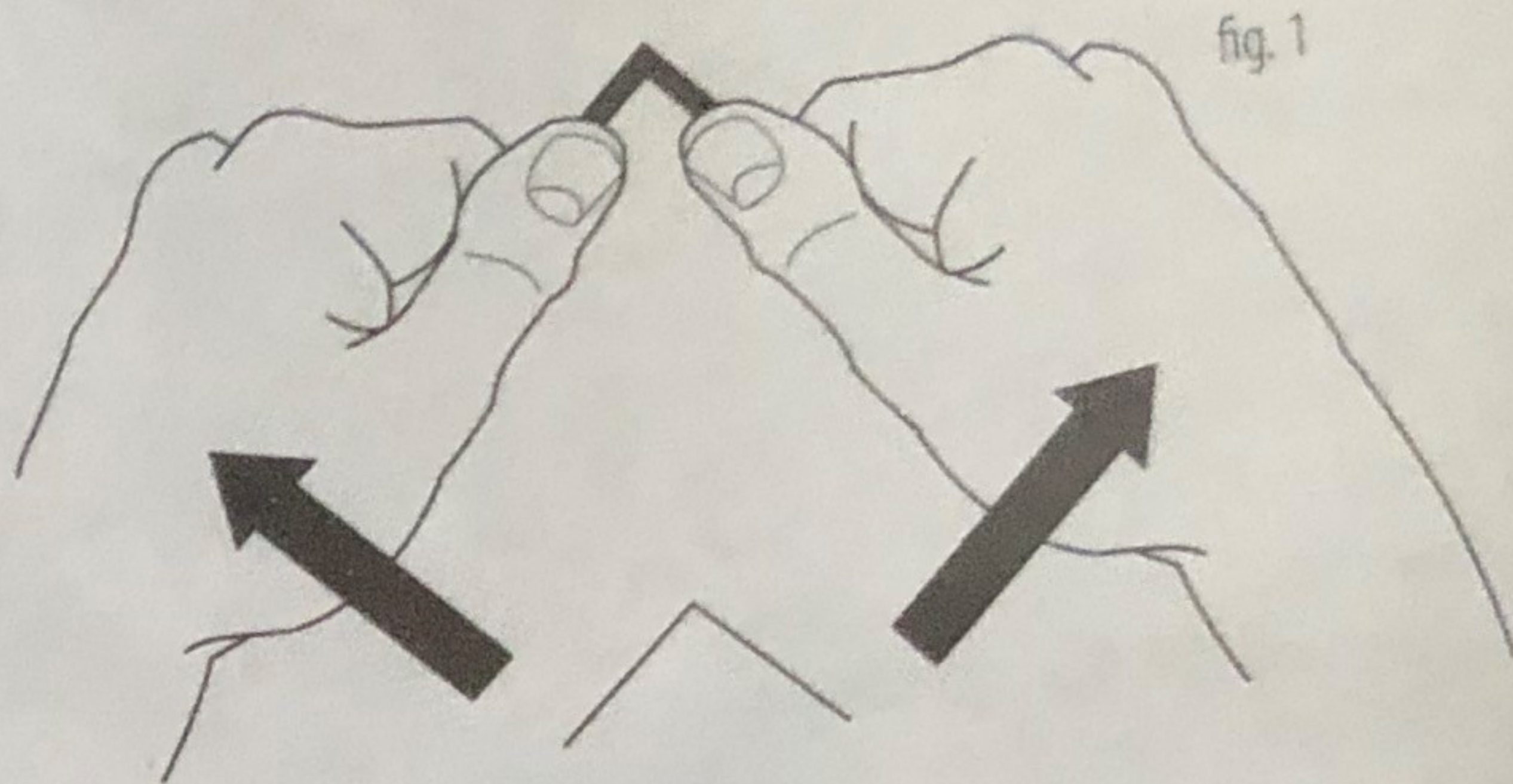


## Format Frame Instructions.

### Instructions For Use - To insert photo or artwork:

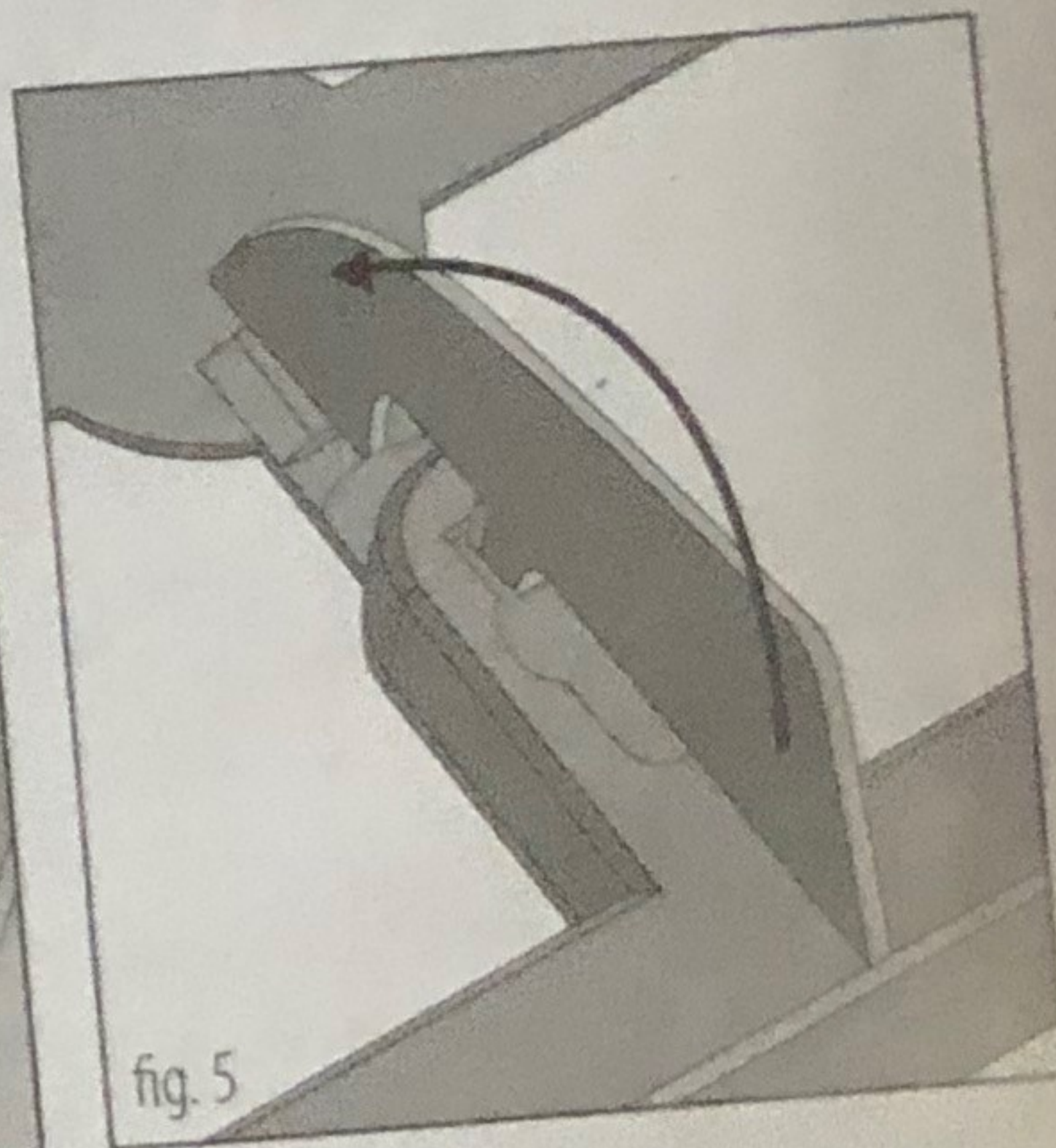
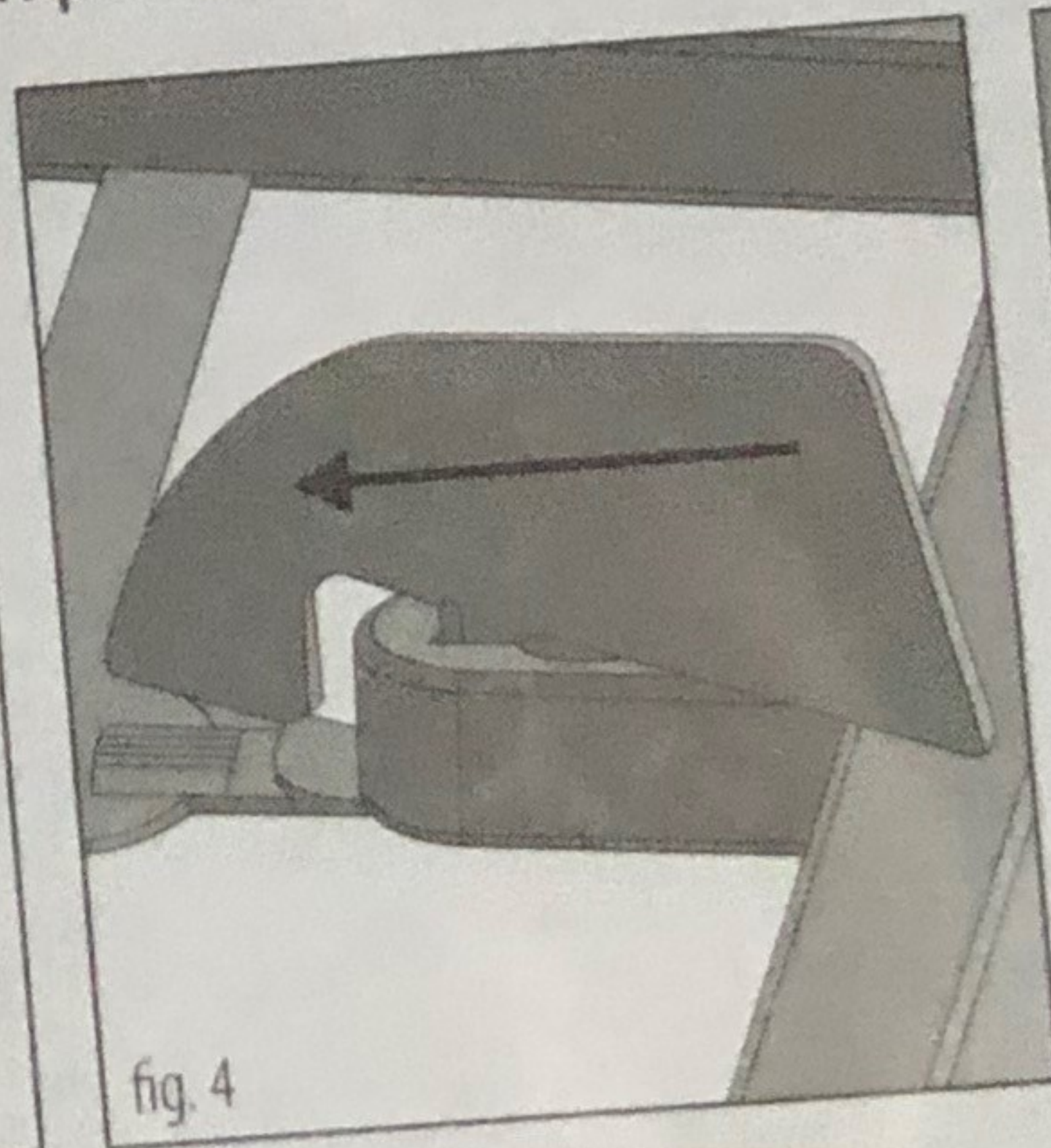
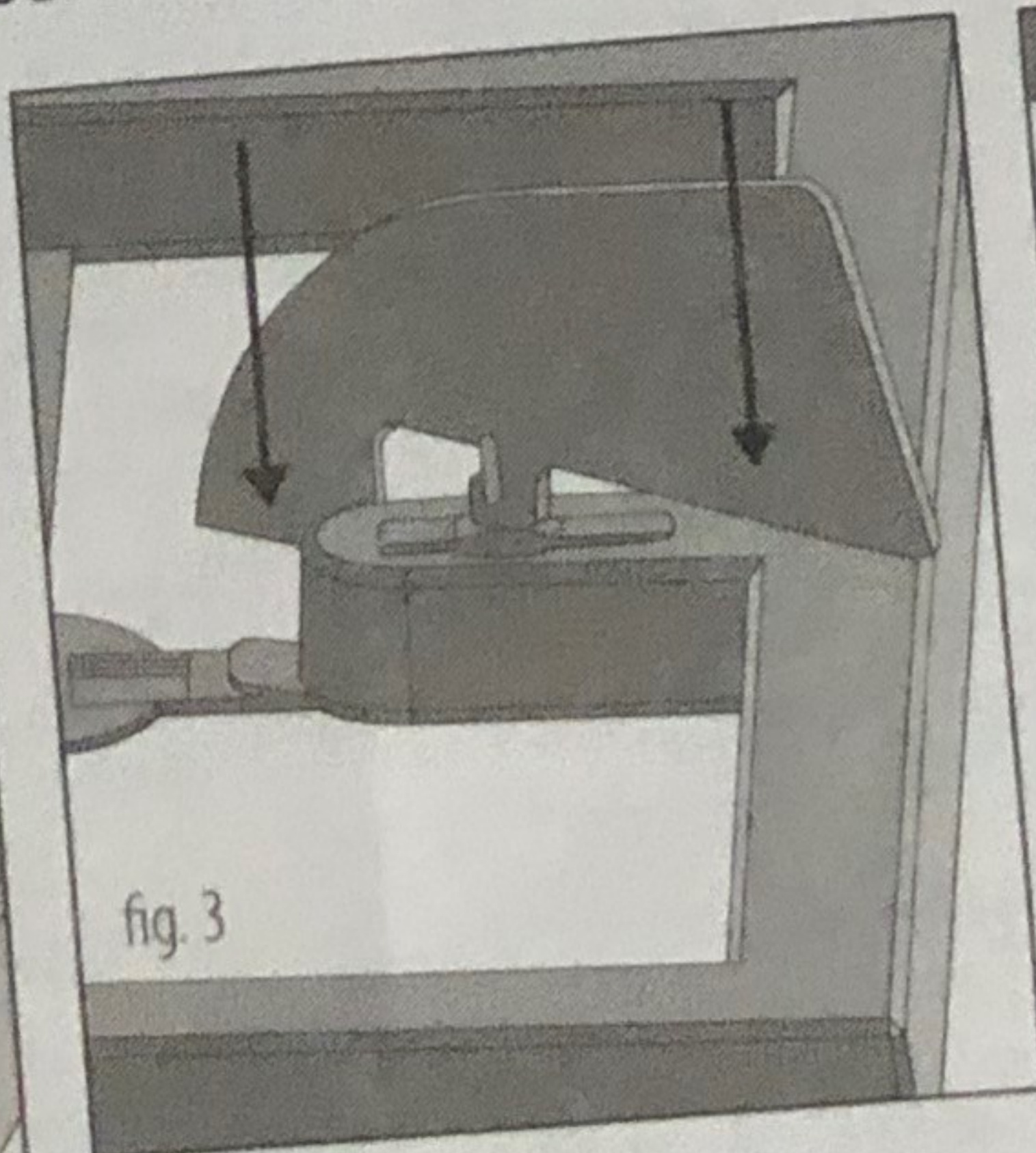
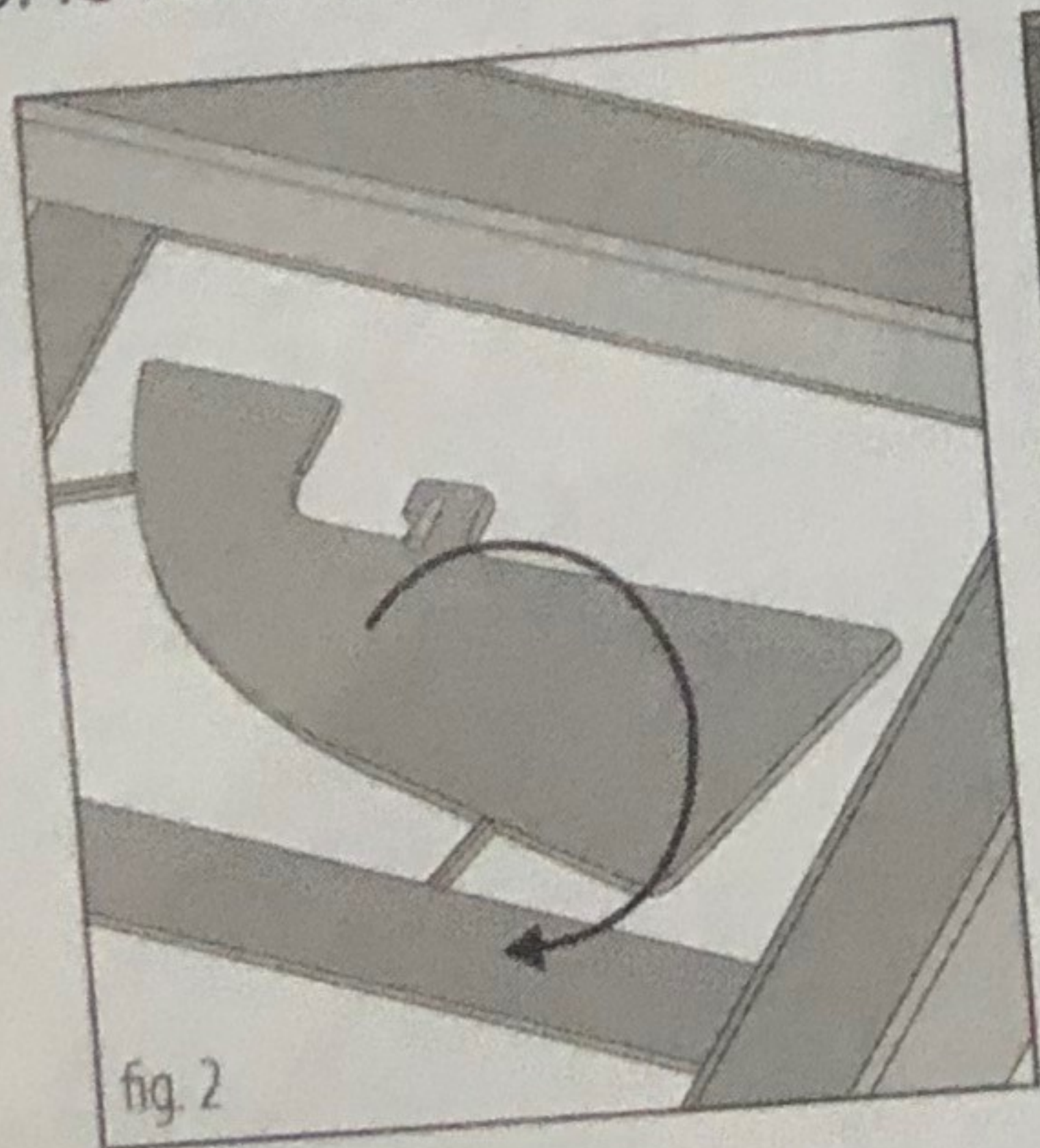
This is a front loading frame with easy to handle polished edge glass.

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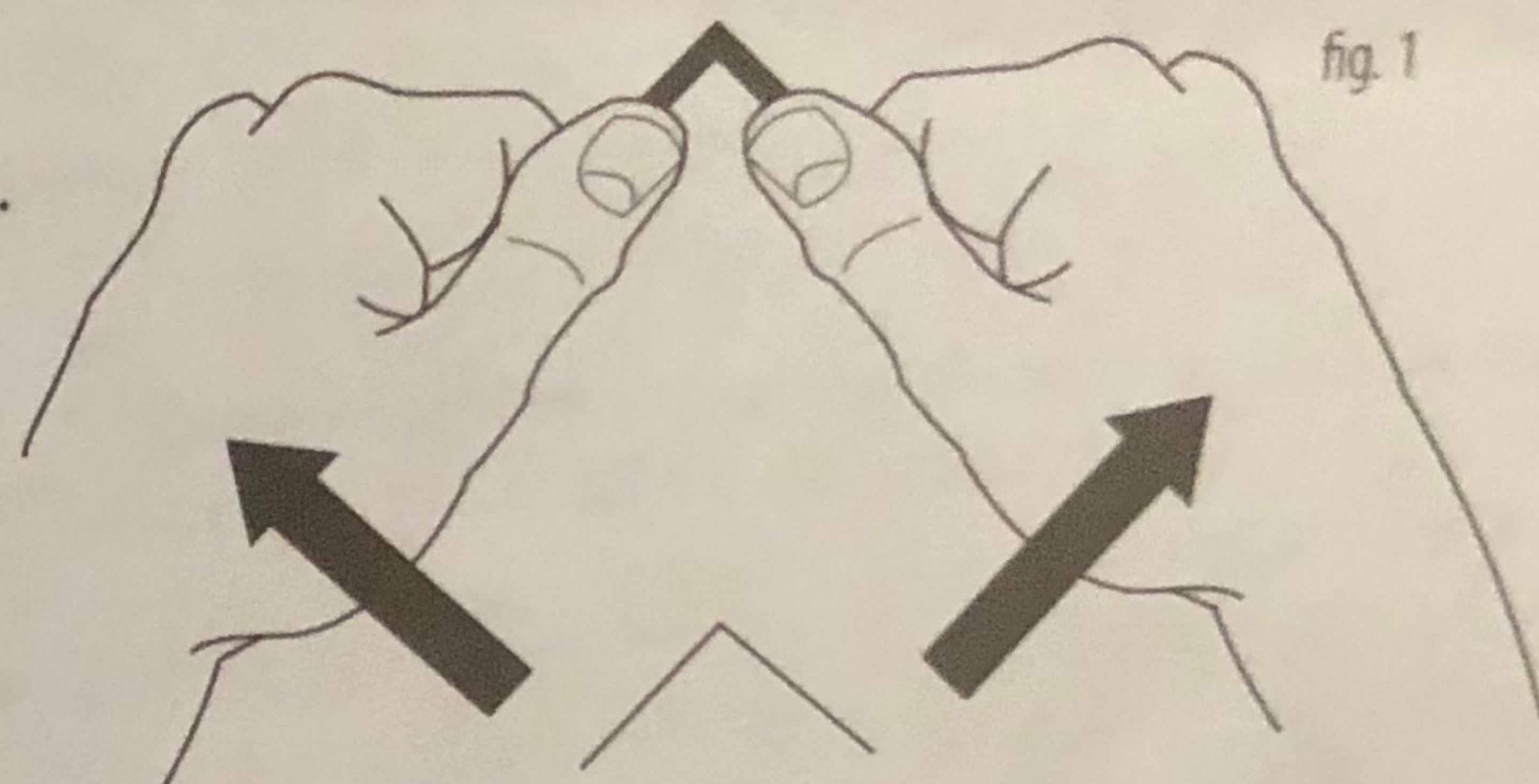


## Format Frame Instructions.

### Instructions For Use - To insert photo or artwork:

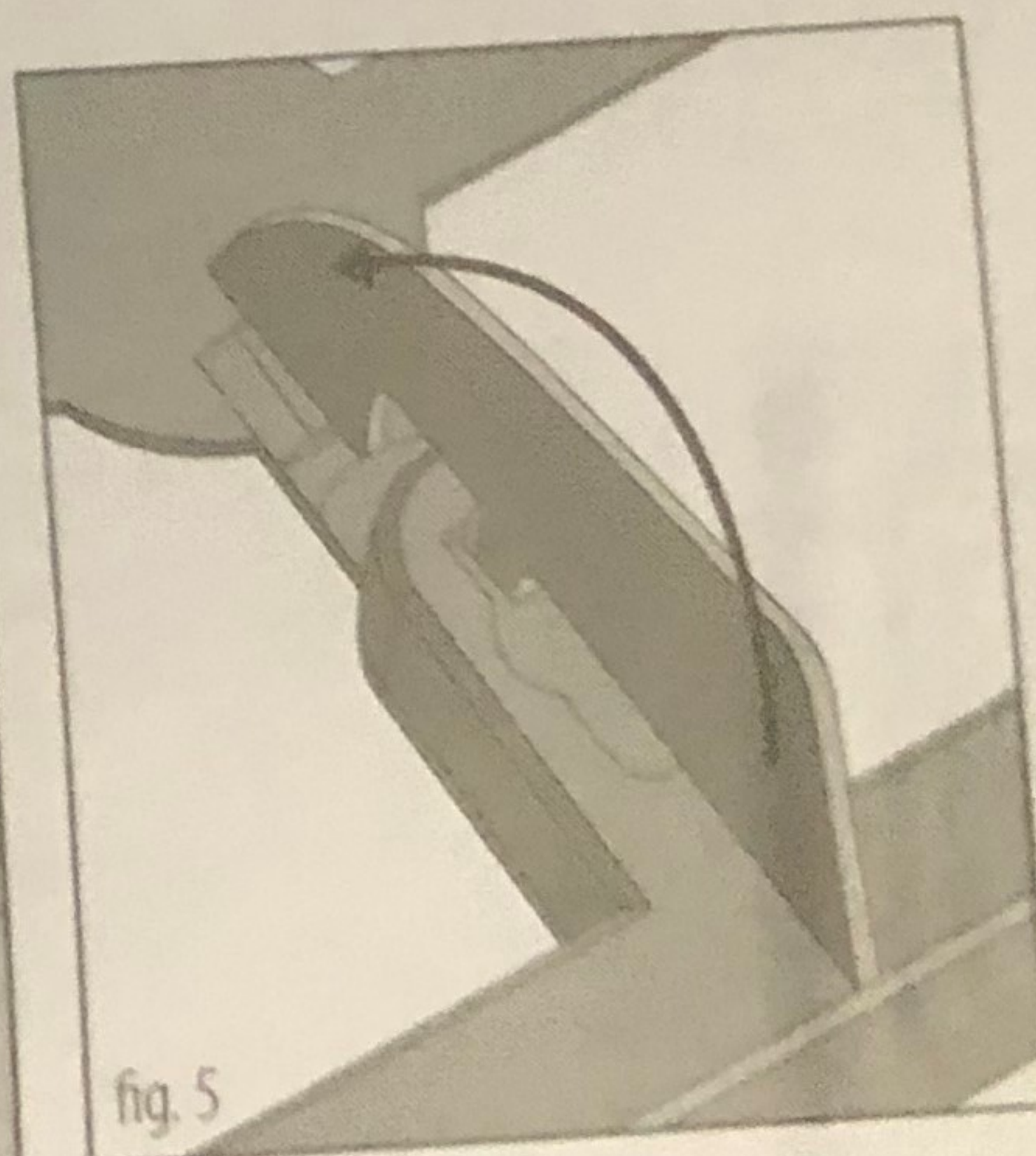
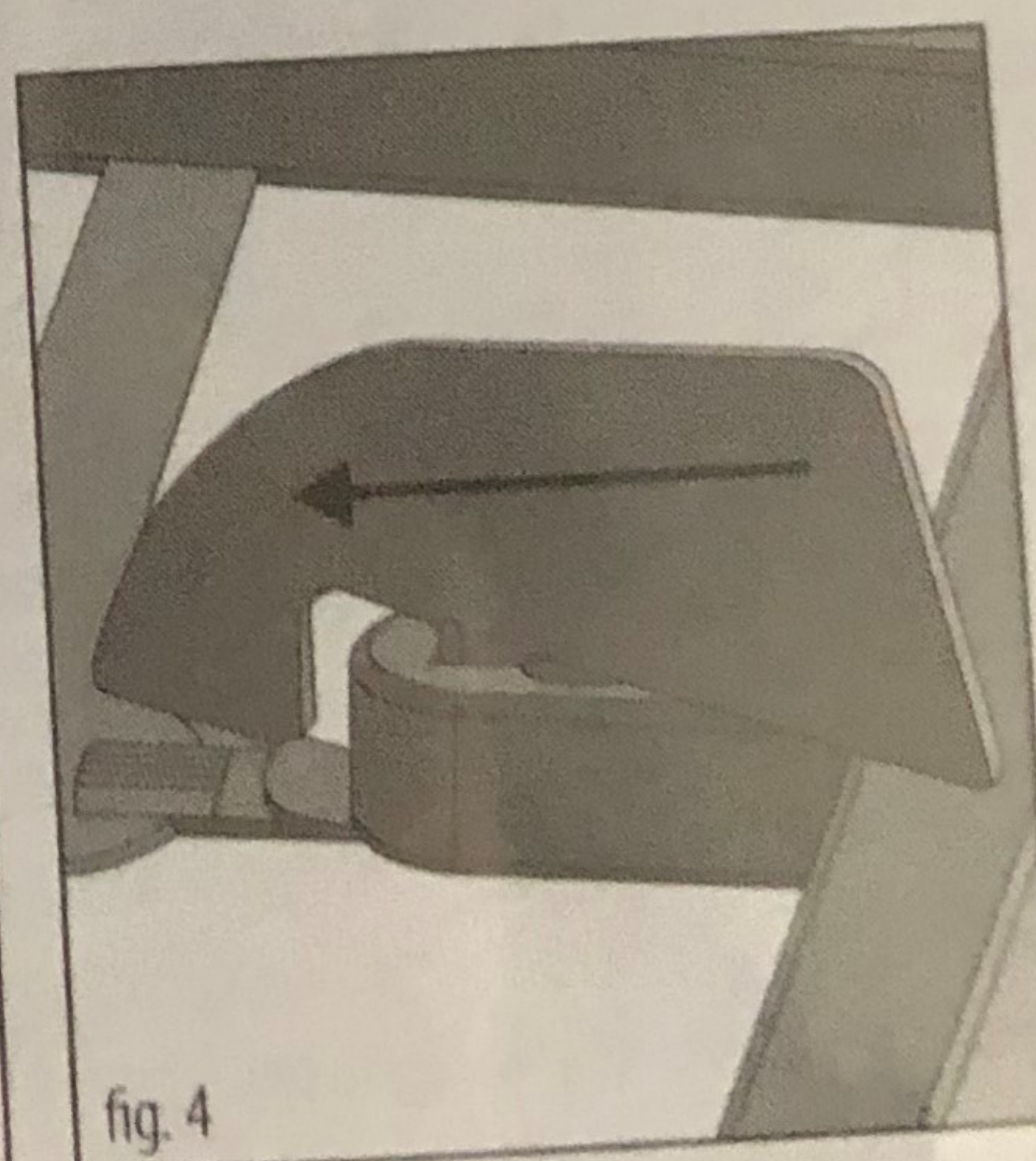
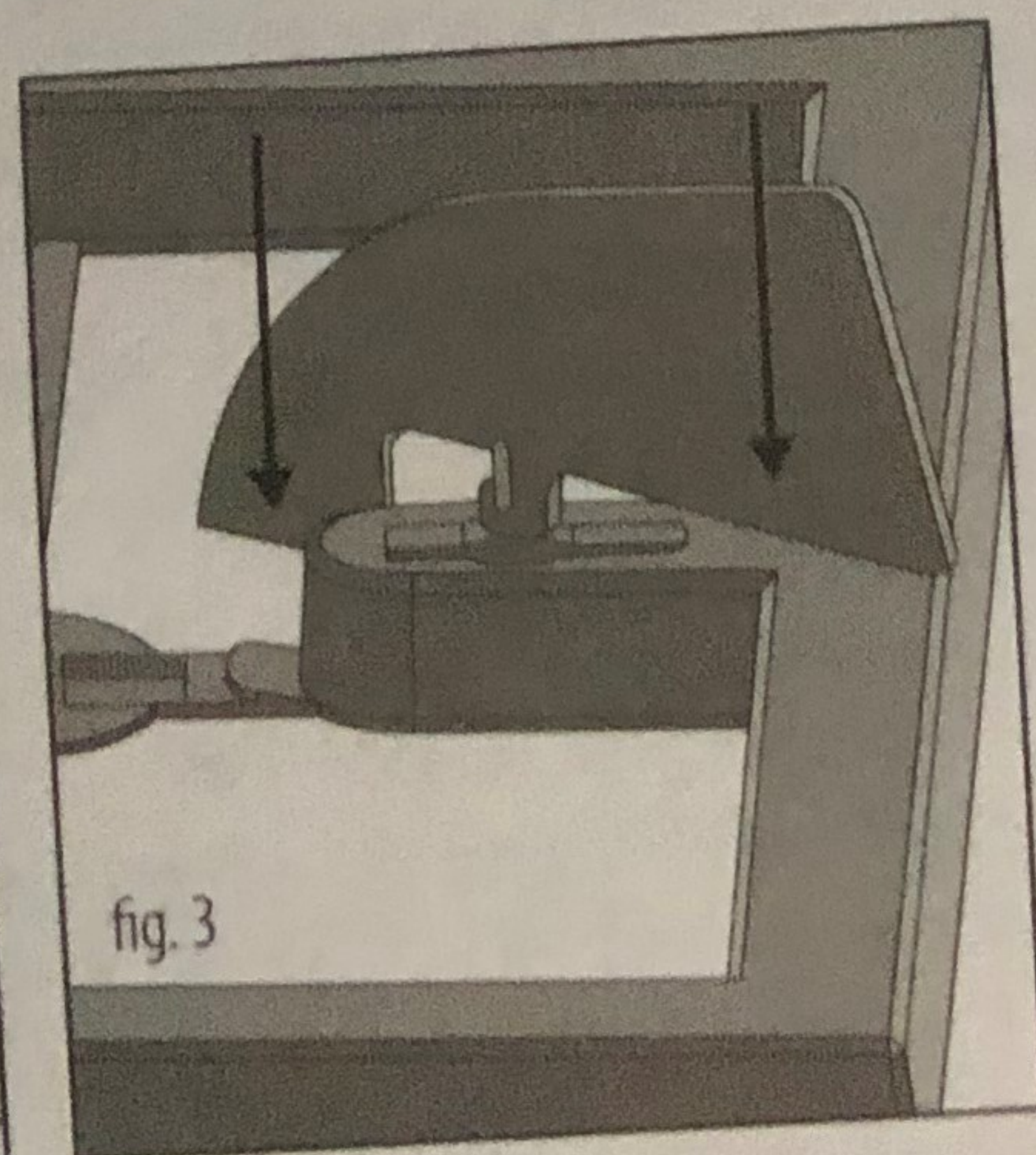
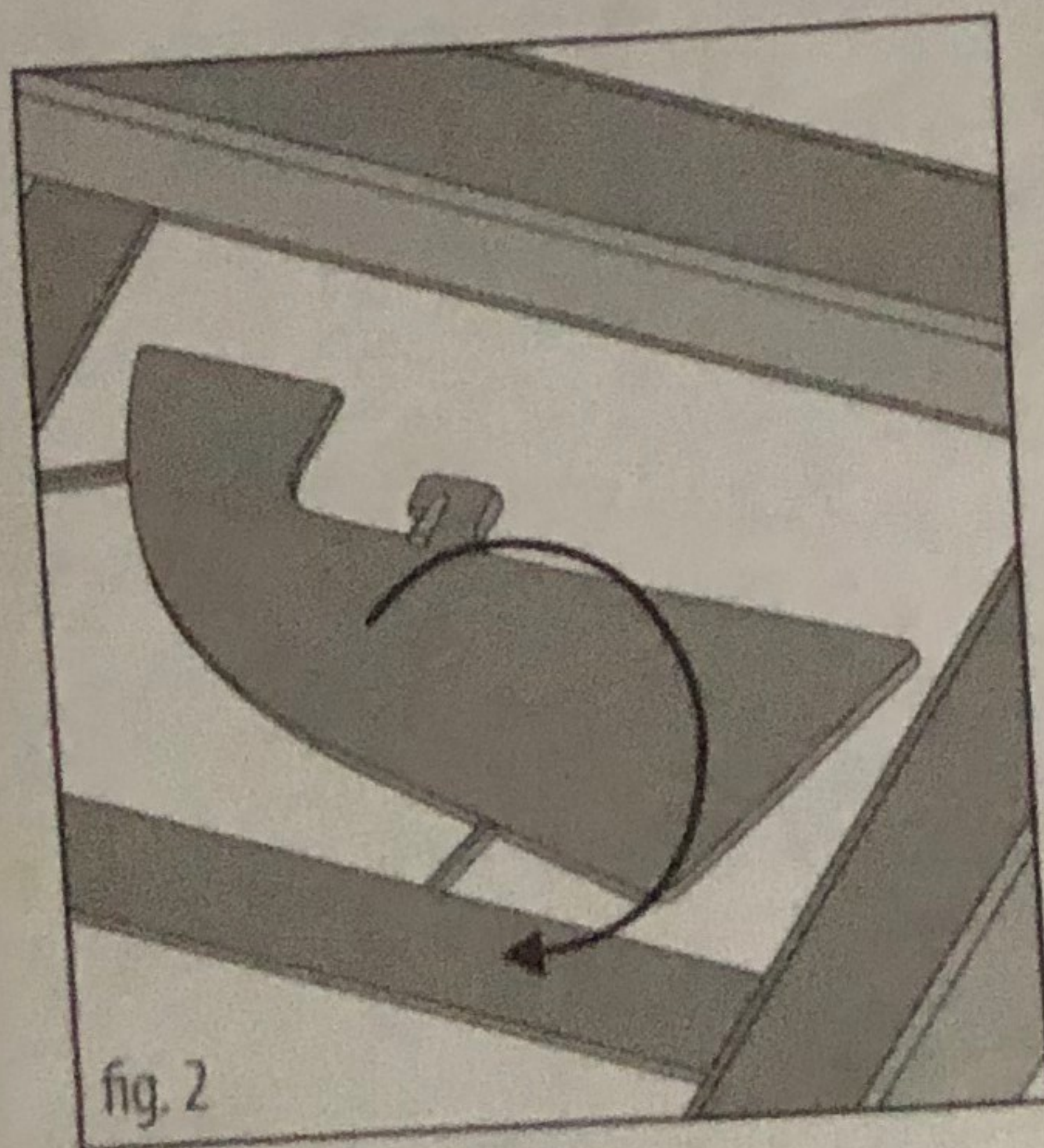
This is a front loading frame with easy to handle polished edge glass.

1. Firmly grasp frame (glass/front side toward you) with both hands positioned close together on both sides of the corner (fig. 1).
2. Position thumbs close together on corner and apply gentle, even pressure to push frame sides outward and down while at the same time pressing backing board on back of frame upward with finger tips to unseal glass.
3. Repeat procedure for each corner until glass is free from frame.
4. Once glass is removed, insert photo or artwork gently through frame front.
5. Position frame face up-replace glass and apply gentle pressure on each corner until glass seats itself within frame.



**To Use Easel Back; 4 in x 4 in / 4 in x 6 in / 4 in x 12 in / 5 in x 7 in / 8 in x 10 in / 10 in x 10 in / 8 ½ in x 11 in / Frames**  
 (Frames larger than 8 ½ x 11 in do not have easel backs.)

1. Twist easel to remove from frame (fig. 2).
2. Position the easel above the slot and align as shown. Push down and insert the tab into the slot (fig. 3).
3. Push easel forward in slot until it touches the edge (fig. 4).
4. Twist the easel as shown until it clicks into place. (fig. 5)
5. To remove easel, twist the easel sideways to disengage, then pull back.



## Instrucciones para marco Format®

### Modo de empleo - Para insertar una foto o una obra de arte:

Este marco que tiene una carga frontal está equipado con una placa de vidrio con borde pulido fácil de utilizar.

1. Agarre firmemente el borde del marco (con la placa de vidrio / lado frontal dirigido hacia Ud.) con ambas manos colocadas juntas, sobre ambos lados de la esquina (Fig. 1).
2. Coloque los pulgares colocados juntos sobre la esquina el borde y aplique una presión suave y uniforme, para empujar los lados del marco hacia afuera y hacia abajo; a la vez con las puntas de los dedos hacia arriba, aplique una presión sobre el panel de soporte en la parte trasera del marco, para desenganchar la placa de vidrio.